# Lingvocultural Analysis Of Human Values In English Mediatext

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**Annotation:** The failure of the last century is not to teach language skills, but to spread human values that are important for people to live in peace in the world. Language acts as the main carrier of cultural values and the regulator of social relations. Mastering a non-native language implies knowledge of the culture and the value bases on which the speech behavior of its speakers is based. The article discusses the interdisciplinary and intercultural aspect of the study of the category of universal values from the point of view of their introduction into the lingvocultural sphere of man and language representation.

## *Introduction*

In the modern conditions of the formation of the information society, the study of discrete units of the media flow becomes particularly relevant. Without any doubt, the main such unit is the media text, the framework of which allows you to combine such diverse and multi-level concepts as a newspaper article, radio broadcast, television news, Internet advertising and other types of media products.

Having appeared in the last years of the XX century in the English-language scientific literature, the term "media text" quickly spread both in international academic circles and in national media discourses. The rapid consolidation of the concept of media text in the scientific consciousness was due to the growing interest of researchers in studying the problems of media speech, the features of the functioning of language in the field of mass communication. Such well-known scientists as Theun Van Dyck, Martin Montgomery, Alan bell, Norman Feyerklaf, Robert Fowler[3] paid great attention to this problem, who considered mass media texts from the point of view of various schools and directions: sociolinguistics, functional stylistics, discourse theory, content analysis, cognitive linguistics, rhetorical criticism. The attention of scientists was drawn to a wide range of issues: the definition of the functional and stylistic status of the media language, the ways of describing various types of media texts, the influence of socio-cultural factors on media speech, and lingvo media technologies of influence.

## *Materials and methods*

The globalization of the world information space has contributed not only to a significant expansion of the sphere of influence of the English language, but also to its transformation into a generally recognized language of international communication – *lingua franca*. Currently, English has become the language of international business and trade, politics and diplomacy, science and information technology, mass media, popular music, show business, sports and education. Today, it is hardly possible to find a field of human activity in which English does not have a dominant

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meaning. The global role of the English language in the modern world is perfectly described by the famous English linguist David Kristall in the book "*English as a Global Language*", noting the role of the media in the promotion and dissemination of the English language and mass culture in national media landscapes. Indeed, the total number of media texts in English distributed daily through media channels significantly exceeds the number of texts in other languages, and in the national mass media of almost all countries of the world, there is an expansion of samples of English-language mass culture.

Such scientists as S. I. Bernstein, D. N. Shmelev, V. G. Kostomarov, Yu.V.Rozhdestvensky, G. Ya.Solganik, S. I. Treskova, I. P. Lysakova, B. V. Krivenko, and A. N. Vasilyeva made a significant contribution to the formation and development of the theory of media text, as well as methods of its study [11] in its most complete form, the concept of media text as a basic category of media linguistics was first formulated in the research of T. G. Dobrosklonskaya.[7]

### Results and discussion

As has been repeatedly noted, the concept of media text is based on an organic combination of verbal and media units. This property of mass media texts is emphasized, in particular, by many English authors who consider the media text as a set of verbal and media features. For example, Alan bell, a well-known researcher of the language of mass media, writes in his book Approaches to Media Discourse: "The definition of media text goes beyond the traditional view of text as a sequence of words printed or written on paper. The concept of media text is much broader: it includes voice qualities, music and sound effects, visual images – in other words, media texts actually reflect the technologies used for their production and distribution»[15].

The concept of media text as a three-dimensional multi-level phenomenon is supplemented by a stable system of parameters that allows us to give an extremely accurate description of a particular media text in terms of its production features, distribution channel and linguistic-format features. The named system includes such essential parameters as:

*1) Method of text production (author's-collective)*

*2) Form of creation (oral-written)*

*3) Form of reproduction (oral-written)*

*4) Distribution Channel (media-medium: print, radio, television, Internet)*

*5) Functional and genre type of text (news, comment, journalism (features), advertising)*

*6) Thematic dominant or belonging to a particular sustainable media topic.*

The information function of the note is carried out primarily due to standard language units. The standard units themselves form a text that, firstly, is easily understood due to the unambiguity and frequent repetition of standard units, and, secondly, such a text is written quickly in the conditions of daily journalistic creativity.[10]

Proper teaching of a foreign language may suspend the process of dehumanization of education, society as a whole and be of a great value in popular, folk diplomacy. We follow the idea that is focused on the vital importance of teaching the humanities as carriers of moral values. If we were suddenly deprived of all scientific knowledge, the material world would remain, although, of course, would have great material damage. But if a person loses at least one of moral truths, which are stored in liberal arts education, both the person and all mankind will die. Thus, the language as a means of transmitting information improves human intelligence, creates new texts that have some informational value and contribute in their turn to circulation of information, including value-relevant information. A linguistic personality is a personality expressed in texts containing information on consumer, existential properties, and since the author's lingua cultural affiliation may be quite particular, so the values reflected in texts created by representatives of various languages and cultures could differ. The concept of a linguistic personality is usually referred to the meaning of life, the purpose of human life. However, even these universal human perceptions are saturated with distinct cultural content. Basic concepts of every lingua-culture are complemented with particular abstract conceptual units, accumulating collective experience of a cultural and linguistic community. A person cognizes and evaluates the surrounding reality, and constantly relates its knowledge to others' knowledge, that is the process of data (information) assessment and the communication process are continuously connected. Currently, humanity is experiencing a global deep spiritual crisis caused by total dehumanization of society, the transformation of peoples into masses, an individual

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into a consumer of civilization's benefits, the loss of ethical, aesthetic ideals, and ideals in general.

Value is a concept that is applied to show the universal, social moral, cultural spiritual significance of certain events in reality. All things that matter to man and humanity, are considered freedom, peace, justice, social equality, enlightenment, truth, goodness, beauty, material and spiritual wealth, traditions, customs, etc..[1]

According to the Oxford Dictionary, values may generally be defined as "principles or standards of behavior; one's judgment of what is important in life[16][1]. Scholar Jimenez competently observes that values allow one to direct our actions for self-fulfillment over the importance of values in an organization. They are the basic values that a person needs in order to be able to know what is right for him or her to find inner happiness. He adds that values are linked to individual interests and reflect the hopes, dreams and beliefs of people with shared expectations and groups of people. Values are necessary for what they stand for.[16]

Spiritual and moral values, according to the Large psychological dictionary, are personal attitudes that are a system-forming element of value orientations, indicating their cultural, social, and human significance, regulating conscious activity and behavior, giving them a moral character and orienting it to achieve higher ideals. Moreover, it should be borne in mind that traditional spiritual and moral values are "stable values that pass from one generation to another, inherited from previous generations, having a timeless character and world-preserving in their essence" [5]

The analysis of universal values means for a linguist access to one of the sources of ideal value development of reality, the results of which form a system of normative regulators, the degree of integration into which determines to a large extent the value position of a native speaker of a certain ethnic language. The content of universal values is of interest to the linguist, first of all, naturally, not as the content of value regulators, but as the content of language units, which is revealed only when analyzing the external verbal and nonverbal behavior of members of society. When analyzing universal values, the linguist encounters a phenomenon from which he is usually distracted, using the methodological technique of idealizing the objects under study: the content of universal

values, like any values of language units, change over time. The speed of this change depends primarily on social processes and, to a lesser extent, on cultural transformations of society. Culture in contrast to the social organization of society has Sinyachkin V. P. Universal values as a tool for analyzing language consciousness are more stable and serve as a means of stabilizing and preserving society in any social upheaval. Analyzing universal values in different periods of society, the linguist, striving for an adequate description of the content of language units, inevitably fixes (with the appropriate tools) the incomplete identity of the content of the same language units[13].

1. As it turned out, such values as *honesty, love and justice* were most often used in news reports. The *honesty*, as it appears in proverb combinations, as well as in combinations with the words simple and absolute, as well as in combination with time periods, cf. 1) *When is honesty the best policy?*, (https://www.theguardian.com/commentisfree/ belief/2009/sep/07/study-cheating-law-honesty); 2) *Don't measure your neighbor's honesty by your own* (https://www.theguardian.com/money/2002/nov/17/movinghouse.property) 3)" *Honesty Is Still in Style*", (Letter of Recommendation, Lauren Vieira, March 19, 2019); 4) "*Honesty Will Get You Nowhere*" (Mirror, Mirror, Penelope Green, july 23, 2000); 5) "*Yellen, Wages, and Intellectual Honesty*", (by Paul Crugman, August 25, 2014). The study of the role of mass media in the dynamics of linguistic processes at the interlinguistic level involves the analysis of media-dependent mechanisms of interaction of languages, in particular, such as the ways of borrowing lexical units, functional and stylistic stratification of borrowings, the mutual influence of communicative and broadcast styles.

### *Conclusion*

Since in the conditions of the information society, cultural and linguistic influence is most actively carried out through the channels of mass communication, the dominant influence of the English-language media language on the world information space, including its Uzbek segment, is clearly seen in the analysis of the corresponding media discourses. The impact of the Anglo-American mass media on the Uzbek media is

noticeable both at the level of format and content, and at the level of language. Wide distribution of English-language samples of television and radio products, copying (both licensed and unlicensed, pirated) of the format and content, a powerful wave of English-language borrowings, imitation of communicative and broadcasting styles – all these are characteristic features of modern Uzbek media texts.

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